

WZ  
305.5  
B274p  
1923

57210420R



NLM 05301091 7

NATIONAL LIBRARY OF MEDICINE

NATIONAL LIBRARY OF MEDICINE



U S Department of



Bethesda, Md



U S Department of



Bethesda, Md



Health Education



Health Service



Health Education



Health Service



and Welfare, Public



and Welfare, Public



and Welfare, Public



and Welfare, Public



Health Service



Health, Education,



Health Service



Health, Education,



Bethesda, Md



U S Department of



Bethesda, Md



U.S Department of



U S Department



Bethesda, Md



U S Department



Bethesda, Md











When you see  
a knife ~ think

**APPENDICITIS**

When you see  
a hearse think

**APPENDICITIS**

When you get  
a pain in your  
side ~ think of  
**APPENDICITIS**





# The Pruning Knife

Being a Prospectus of the

## American Appendicitis Corporation

(Unlimited)

BY

THOMAS J. BARRETT

*Talking Pictures and Cover by*

GRIFF JAY

PUBLISHED AND SOLD BY  
BARRETT INCORPORATED  
FIRST NATIONAL BANK BUILDING  
CHICAGO, U. S. A.



WZ  
305  
B274p  
1923

Copyright, 1923, by  
THOMAS J. BARRETT ✓

All rights reserved, including rights of filmization

Printed in the United States of America

OCT -3 '23 ✓

© Cl A 759224<sup>c</sup> R

110, 2

Information Bulletin Number 1

## SURGICAL ISSUE

---

# Prospectus of the American Appendicitis Corporation (Unlimited)

A Predatory Corporation, Organized and  
Existing Under the Laws of the  
State of New Jersey

For the Purpose of  
Exploiting for Profit the Great American  
Appendix  
a n d

Other Unnecessary and Near-  
Useless Organs of the  
Human Body

Besides OTHER THINGS

As this is an "unlimited" corporation, stock will be issued and sold so long as the supply of paper and ink holds out.

Shares now SELLING throughout the United States and Canada.

We have searched the Holy Scriptures and all other Ancient, Contemporaneous and Scientific Literature and cannot find a single passage approving of the Appendix, therefore we advise you to

## CUT IT OUT

REFERENCES: Upon request we will gladly mail to any prospective investor a confidential list of the very BEST people of your OWN HOME TOWN who have had their Appendix (and OTHER THINGS) removed, together with a detailed statement of just what they paid to have it done.

**A Word to the Wise Is Sufficient**

For further information apply to ANY  
Doctor, Undertaker or Graveyard,  
or any Office of the

AMERICAN APPENDICITIS  
CORPORATION  
(Unlimited)

Get your stock today, for tomorrow YOU  
may be on the OPERATING TABLE



ADVERTISEMENT

# American Appendicitis Corporation

(UNLIMITED)

## Dealers In Operations

Teeth and Tonsils Tampered With.

Gall-bladders extirpated and bile bottled.

Stale appendices quietly removed.

Fresh Appendices bottled in bond.

Monkey glands transplanted with great  
secrecy. Monkey glands from our own  
special breed of extremely agile, long-  
tailed monkeys implant pep and make  
you aggressive.

Our extracts from LIVE Ram Lambs will  
make you butt in where angels fear  
to tread.

*For further information address*

## BARRETT INCORPORATED

First National Bank Bldg.,  
CHICAGO, U. S. A.





## INTRODUCTION

---

*To the Gullible American Public, GREETING:*

IN the following pages we propose to set before you in plain words the objects, ambitions and aspirations of the AMERICAN APPENDICITIS CORPORATION (Unlimited). While we may retain our virtue, we shall cast modesty to the winds in a revelation of the NAKED TRUTH. Nothing shall be hid from you. We propose to speak as frankly as your own mother-in-law. Truth shall be the club with which we blackjack the unwary citizen while we remove his appendix and annex his pocketbook. We need the money. Frankly, we propose to coin the blood of the American people into filthy lucre. The root of evil has us hypno-

tized. The Arkansas razorback has nothing on us when it comes to rooting for the ROOT. This is inside dope for the consumption, enlightenment and encouragement of our stockholders and prospective investors. We have something to sell. We have something to reveal. We have something to share. Open your mouth and shut your eyes. You are about to receive good news. This is the greatest money-making opportunity that was ever originated before or since the Great War.



## OUR HOME STATE

WE have announced ourselves as a predatory corporation. For many years we have observed that the State of New Jersey has fostered and encouraged predatory corporations. So in selecting a state to honor with the headquarters for our pernicious activities we selected New Jersey. It pays to advertise.

## TRADEMARK

**A**S a suggestive and fitting symbol of our business we have had designed and copyrighted a special trademark consisting of a Skull and Crossbones Couchant, surmounted by an Appendix rampant.

## NATURAL RESOURCES

### Definition Of

A NATURAL resource is one we can just naturally make money out of.

Before organizing our corporation we studied the entire field of high and low finance, looking for a natural resource that had not been monopolized, but one that would readily lend itself to profitable exploitation. After searching the entire ground we discovered that there remained only one field that is practically untouched and inexhaustible. Gentle reader, you can almost guess what that field is without our telling you. It is the American Appendix, the most dangerous left-over that the Lord sewed up in the abdomen of man when he finished the original job of creation. There were a few other odds and

ends and near-useless organs, such as the tonsils, adenoids, gall-bladder, ovaries, uterus, etc., which He designed in a hurry and made rather a botch of. However, as this was the first job of creating that He had ever done, we could hardly expect that it would be a perfect job. Also He discovered that this sort of designing did not pay, so He never took the trouble to bring out a new model. Thus was created our opportunity, which has lain dormant and unnoticed by the captains of finance, until modern surgery developed to its present status and our genius grasped the goat by the horns, so to speak.

## OUR LEADER

WHILE we mention in the beginning of our prospectus "Other Unnecessary and Near-Useless Organs of the Human Body, Besides OTHER Things," we will make the Appendix our main leader, for reasons hereinafter mentioned. However, we do not wish to minimize the importance of the minor organs and other THINGS, and our Cost Estimating Department figures that all overhead expenses will be made from other operations, so that the revenue coming from the Appendix will be net profit and should make us the most bloated of bloated plutocrats.

## RESOURCES INEXHAUSTIBLE

THE experienced investigator and investor will readily see why this proposition is one where there is no chance to lose. Roughly speaking, there are one hundred and ten million people in the United States. From consulting the most reliable statistics we find that less than ten per cent of this vast number of inhabitants have been operated upon for appendicitis, not to mention the several other organs, necessary and unnecessary, that are available for exploitation. This leaves more than ONE HUNDRED MILLION American citizens walking around about their daily tasks, many of them absolutely unconscious of this deadly organ that is lurking within their vitals, patiently waiting the moment when it can spring forth from



its quiescent concealment and blow them higher than a kite. Thus you perceive that we have approximately One Hundred Million of Appendices ripe and ready to harvest. Everyone knows that an appendix inside the body is nothing but a liability, while each one placed in alcohol is worth from One Hundred to Ten Thousand Dollars—TO THE SURGEON. We wish to restrain ourselves within the bounds of the most conservative figures. We do not wish to risk being classed with wildcat oil speculators and visionary gold mine manipulators. We are hard-headed business men, with nothing to lose and millions to gain. So we will make a most conservative estimate of the potential value of this present crop of appendices and appraise them at a minimum of One Hundred Dollars each, delivered in alcohol and neatly labeled. What does this mean? It means that here is a potential

natural resource worth at the most conservative estimate TEN BILLION DOLLARS. Do you wonder that we find it hard to restrain ourselves, with all this money practically within our grasp?

But we are not mercenary. Our wants are few, so we are going to take in the public with us. We could not possibly spend Ten Billion Dollars for our own selfish purposes. Therefore we are putting this stock on sale, and in future years we can always look back and feel that the greatest number were done good by our operations.

AND THAT IS NOT ALL. Mr. Investor, we believe that you are already sold on this proposition, but we are going right ahead and present it to the very end so that you, too, will share our intelligent enthusiasm for this great work and inveigle your friends into buying shares. Why do we say that the field is inexhaust-

ible? That is a pertinent question. We can answer, figuratively speaking, one is born every minute. Do not think us flip-pant in dealing with a serious and dignified subject. We mean that with every child born there comes into the world with him an appendix, two tonsils, a gall-bladder and various other sources of future trouble. No matter how many we operate on, the supply will never run out. What could be sweeter!

## HARVESTING THE CROP

**K**IND Reader, you will naturally want to know just what ways and means we propose to use in gathering in the coin. This is a fair question. We said in the beginning that nothing should be hid. We will go into our plans for garnering the grain both in a general manner and in detail. After great deliberation, we have decided to make no innovations in the way of advertising. Our financial experts have given much thought to this important subject. We will use only the old reliable, tried and proven methods that have infallibly produced results in the past and which will do so in the future.

## FREE ADVERTISING

FOR many years the regular medical profession in the United States has carried on a campaign of terrorism through the medical journals, the popular press, books, pamphlets, from the lecture platform and through every avenue of publicity to which the general public has access. This has been a persistent, consistent and continuous campaign to educate the public into the idea that the appendix is a useless and dangerous organ and should be removed. Also to induct into the mind of the public a favorable attitude on the subject of operations in general. Many prominent physicians throughout the country have advocated the removal of the appendix while a person is still young and in good health, and always insist on the operation should one

come down with a bellyache. This is all free advertising that has paved the way for the coming of the American Appendicitis Corporation (Unlimited), and should help us to cash in very easily. Back of us we have the dignified and learned medical profession, ready to cooperate with us in our philanthropic purposes. The highest scientific authorities of the age have decided that the appendix is a dangerous thing. Therefore it should be suppressed. It is dangerous when it becomes inflamed, and a source of danger and anxiety when one is well; for, like the sword of Damocles, it is a threat and a menace, always present so long as it remains carelessly loose within the human body. The obvious safe procedure is to Cut It Out. Heretofore the cutting out of the appendix has been on an individual scale, unorganized and sporadic. With the coming of the American Appendicitis

Corporation (Unlimited) this haphazard, uncertain and unsatisfactory condition will be changed. Modern corporation methods will be applied. We propose to monopolize by scientific business ability and superior service this great natural resource.

## DEPARTMENT OF FRIGHTFUL- NESS AND TERRORISM

**I**N addition to the free advertising mentioned in the preceding paragraph, we have organized a publicity department, the special function of which will be to inaugurate a skillful campaign of terrorism and frightfulness. Our paid advertising will utilize posters and the daily press. Our poster department will plaster the country with signs of this character: "When you see a Knife, think of APPENDICITIS." "When you get a Pain in the Side, think of APPENDICITIS." "When you see a Hearse, think of APPENDICITIS." For our newspaper publicity we have lined up some of the greatest medical authorities and surgeons in the world to edit our full-page advertisements, telling in a solemn, scientific, dignified, simple, soul-



stirring and hair-raising manner just what a deadly organ the appendix is, an adder in the bosom, so to speak, that will eventually turn and bite the hand that nourishes it, as it were. These great surgeons and authorities of the medical fraternity have kindly consented to give us their services gratis, as they consider that this corporation is really engaged in a work of philanthropy in trying to stamp out this deadly menace to the common health of our dearly loved fellow-citizens. Some of these men, whose utterances carry weight, have intimated, and others have actually advocated, the passage of laws making the removal of the appendix compulsory for all school children. While the American Appendicitis Corporation (Unlimited) believes that such a law would be a good thing (for the doctors), yet we wish to go on record right here as being strictly opposed to the further

curtailment of personal liberty. We feel that the government of these United States has gone far enough in this direction in attempting to remove liquor from our midst. Enough is enough, and if any intelligent man wishes to harbor this deadly vermiform within his vitals it is his own affair and the government should not interfere.

## DEPARTMENT OF AGRICULTURE MAY ASSIST

HOWEVER, there is one way in which we hope to utilize the forces of the government, and that is for some free advertising. It has recently come to our notice that the United States Department of Agriculture is helping to educate the people to eat more meat. This must be very gratifying, indeed, to the great packing house corporations who have maintained expensive lobbies in Washington so long. In almost every butcher's shop and meat market in the United States one sees large posters, quoting the United States Department of Agriculture as advising the people to "Eat More Meat." With this encouraging example before us, the A. A. C. has established a corps of experienced lobbyists in Washington. By

thus spending a little money in the right place we are confident in the near future that the Department of Agriculture will issue a bulletin, advising all citizens to undergo more operations, especially the removal of the appendix. As this bulletin will be printed at the <sup>76</sup>expense of the government and sent out under free postage, we hope to be able to see that it reaches every home in the United States. Mr. Investor, you are beginning to realize that we are wide awake and up before breakfast every morning.

## GREATEST SOURCE OF BUSINESS

THE paid advertising will produce small results, as compared to the free advertising that is available. In this department we will enlist the aid of the Women's Clubs, Chambers of Commerce, City Health Departments, Bureaus of Charity, Ladies' Aid and other church organizations, all REGULAR Physicians, the Press, the Pulpit, the Police Force, the Ash Men, the Street Sweepers, besides other important resources too numerous to mention. The Anti-Saloon League will cooperate, as they are in favor of removing about everything that the average citizen wants to keep. We are also promised the strong support of the I. W. W., the Bolsheviks, the Socialists and other radical organizations who are in favor of abolishing everything that is.

## IT HAS BEEN DONE

**I**N our plans for free advertising we do not claim to be original. We do not propose to claim originality for any methods of publicity that have been tried and tested and found effective. We have an example of what can be accomplished in the line of free advertising for operations and we may safely conclude that it may be applied in every city throughout the country. A few months ago, in the city of Rochester, the doctors organized a DRIVE for tonsil operations. They advertised a "Bargain" clinic in which they would remove the tonsils from healthy children for Five (\$5) Dollars per head. This drive was started during vacation, so that it would not interfere with school work. The newspapers of the city gave them columns of free space for boosting the movement. Women's Clubs, Preach-

ers, City Health Authorities, Church Societies, Lawyers, Doctors, Beggarmen, Thieves, all joined hands to root and boost for the slaughter of the innocents. By this combined free advertising they succeeded within a few days in stampeding several THOUSAND healthy children into their bargain clinic for the removal of their tonsils. And the City Hospital, which was headquarters for the massacre, reported a net profit of several THOUSAND dollars, even at this bargain price. So, Mr. Investor, you see that it has already been done. It is a tried and proven success. This is just one instance out of thousands where by organized propaganda people have been scared into having operations performed. We will not multiply examples. This one is a conspicuous illustration of the success of our proposed methods of publicity.

## ELITE APPENDICITIS CLUBS

WHAT promises to be one of the most fruitful sources of free advertising is the Elite Appendicitis Clubs which are now being organized in every city of any size in the United States. Indications are that this is to become one of the most popular and unique movements ever originated. Eligibility to membership in this club, which is very exclusive at present, consists in the fact that one has had his appendix removed. While we do not wish to be considered imitative, yet in one respect our clubs will resemble the Masonic Order, and that is, there will be degrees. Each additional operation that one undergoes will render them eligible to receive another degree. This will stimulate a friendly rivalry between members in having operations performed. Those



who achieve the thirty-third degree will stand on the very pinnacle of publicity and will be just a little lower than the angels, whom they will no doubt shortly join. At present the roster of the Elite Appendicitis Clubs really constitutes a tabulation of the members of the bon-ton and four hundred. It is a roll-call of our VERY BEST people and the most constipated class in the community. After this, all a person will have to do to break into high society is to have his appendix removed. In addition to the free advertising that the Elite Clubs will give us, we feel that in organizing them we are accomplishing a great public good. Heretofore there was no organization or club room where people who have had operations could meet on a common ground and discuss their symptoms freely with sympathetic listeners. All this will be changed now. In the community club rooms the members can meet with a few friendly and con-

genial souls and reveal the state of their "innards" as unblushingly as they hang the Monday wash on the line. The Elite Clubs will need no source of entertainment other than the opportunity to talk about operations.

## FUTURE SOURCES OF BUSINESS UNCOVERED

**I**N answer to a letter of inquiry sent out by our Department for Locating New Business, the American Appendicitis Corporation (Unlimited) has in hand a communication from the Soviet Government of Russia, promising us the support of their American Propaganda Bureau and also extending to our corporation a cordial invitation to transfer our organization to Russia as soon as we have annexed the American appendix. The Soviet said in their letter that in nationalizing Russian resources they overlooked the appendix and other useless and near-useless organs of the human body, and that while they had executed practically all citizens of that country who were able to pay an income tax, yet the common people, who are

the only ones left, still have a few kopeks secreted in the old sock, and if we will transfer our surgical units to Russia they will issue a proclamation condemning the Russian appendix and go fifty-fifty with us on the proceeds. The Russian method promises to be the most effective and economical in obtaining the appendix. It is simple in the extreme. The proclamation will command that all citizens must report upon notification of time and place and have their appendix removed, bringing all available cash, jewels, etc., with which to meet the actual expense to which the government must go in order to carry out this movement for the public good. Any person failing to answer roll-call at the appointed time will be subject to death on sight and will be shot, stabbed, clubbed, choked or beaten to death, according to the fancy of the policeman who finds him.

## RUSSIAN METHOD POSSIBLY AVAILABLE IN THE UNITED STATES

**I**T is unfortunate that we cannot at present utilize the Soviet method in the United States, as public opinion has not been molded to this point on the subject of operations. However, the Russian method has already been adopted by most of the State Governments, as well as by the United States Army and Navy, in the matter of VACCINATION, and if the powerful lobbyists of the American Medical Association in Washington and in every State Capitol in the Union are maintained a little longer we may confidently expect that in the reasonably near future the Russian method can be carried out in corralling the appendix. WE HAVE HOPES.

## OTHER FOREIGN COUNTRIES HEARD FROM

PARDON this digression, Mr. Investor, but as the object of this prospectus is to prove to you beyond the shadow of a question of a doubt the money-making possibilities of the American Appendicitis Corporation (Unlimited), we know you will thank us for revealing our plans to the fullest extent and showing you just how good a thing this is. And in this connection, we will at this point take the time and space to report the very favorable and enticing prospects that are held out to us by other foreign countries besides Russia. Our Department for Locating New Business addressed letters to England, France, Germany, Italy, Denmark, Holland, Sweden and practically all the highly civilized countries of the world.

In this letter we explained our plans and described the method that we would use in our operations (a patented process, by the way, that will be described in detail on a later page), showing that we would be able to defy competition, both in service, price and quickness. Practically all these countries have replied to our letters, placing the resources of their various governments at our disposal to facilitate our successful and speedy campaign. The Allies in the Great War, without exception, have written us letters of congratulation and gratitude, for our genius has solved for them the problems of paying off their war debts and rehabilitating their depleted exchequers. We suggested that in the event of their approval of our plans we would be glad to share with them fifty-fifty in the proceeds. The Allied countries of Europe state that their people have been educated to respect authority to such an extent that all their governments will have

to do is to issue a proclamation, requesting their citizens as a patriotic duty, and as a further measure of national health safety, to report upon notification of the time and place, with the stipulated fee, and have their appendix removed. As taxation in those countries has been carried to the limit, our plan as submitted is really a savior of civilization. The statisticians of the British Government have handed a report to the Minister of Finance showing that literally Millions of Pounds may be confidently expected from the operations on the Appendix alone, not to mention OTHER things. Reports from many other countries are just as favorable.



## GERMANY AGAIN PERFIDIOUS

WE regret to state that we were disappointed in the case of Germany. We had patented our process for removing the appendix and other organs and taken out papers in all foreign countries, including Germany. When we revealed our plans to Germany, we were immediately notified by that country that as they considered all international contracts as "mere scraps of paper," they had decided to appropriate our process and plans for the benefit of the Fatherland. They said that anyway, on account of the depreciation of the mark the people of Germany had ceased to be easy marks and that our plans could not be pushed to a profitable conclusion by us in that country. On the other hand, she stated that they were organizing operating units throughout the

country and that in a short time they would be ready to settle their war debt in full from the proceeds derived from this natural resource. It was hinted by Germany that it might be deemed advisable by them to abolish all taxation and depend entirely on the revenue derived from the surgical department of the government to meet expenses. That while they had not sounded out the people of the Republic, from their knowledge of the psychology of the Germans those high in authority were convinced that the abolishing of taxation would prove a very popular measure.

While the American Appendicitis Corporation (Unlimited) is glad to have been able to solve this momentous world problem of settlement of war debts, which has baffled the financial geniuses of all the countries involved, yet we wish to point out to the government of the United

States and the Allied Powers that should Germany abolish taxation in favor of OPERATION, she will become the most powerful financial power in the world and will occupy such an impregnable position on the economic battlefield that she will be able to defy competition. Should this eventuality take place, the only way to save the world from this threat of a financial conquest is for our own government and the Allies to follow suit, abolish taxation and substitute OPERATION as a means of financing their respective governments. We may not be premature in suggesting that we even beat Germany to it and DO IT NOW. To those who are clamoring for reduction of taxation, this offers a simple solution. We offer the suggestion for the serious consideration of the Republican administration, in behalf of the American people. The A. A. C. expects no reward for this. We are plain American citizens and we consider it our

sacred and patriotic duty to submit this solution. Our conscience would not tolerate any other line of action.

## UNFAVORABLE REPORTS

**M**R. INVESTOR, we do not wish to lead you to believe that all is smooth sailing and ready money for the A. A. C. Far from it. In this connection, we will give some rather disappointing findings of our Department for Locating New Business. From China, Japan, India, Mexico, most of Southern Europe and the Balkans, Spain, Portugal, Africa, Central and South America and most of the Islands of the Sea, we have unfavorable answers to our inquiries, indicating that it will not pay for the American Appendicitis Corporation (Unlimited) to further consider those countries as a possible source of future revenue. The answers to our letters might have been dictated from a central headquarters, as the reasons given for turning down our proposition are unani-

mously the same. To sum up their replies briefly, they state that on account of the fact that the vast majority of their inhabitants are forced to live on coarse, unrefined foods, with very little meat, appendicitis is a very rare disease and confined almost exclusively to that very small constipated per cent of the total population which constitutes the so-called upper classes. They stated that officially they favored any method that might be devised for separating the people from their money, yet there was a limit to what the benighted masses would stand for, and they feared that if they undertook to legally push our plans for segregating the appendix of their people and bottling them in bond it might cause a revolution. Further, they deeply regretted that owing to the ignorant and unenlightened state of the majority of their population, it was impossible for them to force compulsory operations, such as VACCINATION, etc.,

upon their citizens, like the United States and other great leaders of civilization had done. Therefore they respectfully and regretfully declined to do business with us. We are philosophical. We must accept some disappointments.

## CONSCIENTIOUS OBJECTIONS

MR. INVESTOR, you ask if our conscience will allow us to engage in these nefarious operations. You are an honest man. We will give you a fair, square answer. Candor is our watchword. We want the utmost publicity. The regular American medical profession is almost a unit in declaring that the appendix is a useless, dangerous, rudimentary organ that is a constant menace to any individual who retains it. That all people would be better off without it, and that the operation is especially beneficial to the man who performs it. Operations for appendicitis run as high as ten thousand per week in the United States. A prominent surgeon of international reputation in gastro-intestinal diseases was recently quoted as saying that more than



Oh! Doctor!  
*That was a  
gall-bladder  
case.* —

That's all right!  
*I'll save the gall-  
bladder for the  
next operation!*



**Not A Serious Mistake!**



NINETY per cent of all operations for appendicitis were not appendicitis at all, but intestinal spasm or some other simple ailment that could be relieved without danger and without operation. So long as the medical profession is agreed that it is best for all appendices to be removed, and so long as more than NINETY per cent of all operations for appendicitis are mistakes anyway, why not make it unanimous and operate on one hundred per cent of the population and do them all good? If NINETY per cent of all operations for appendicitis are mistakes in diagnosis, what per cent of all other operations are mistakes in diagnosis? It is said that "dead men tell no tales," but post mortem examinations of dead men tell a sad tale. These examinations reveal the fact that FIFTY per cent of all disease terminating fatally (they hold autopsies on dead men only) were diagnosed incorrectly. Dr. Cabot of the Massachusetts General Hos-

pital says that their autopsies have shown THAT THEY HAVE BEEN WRONG IN THEIR DIAGNOSES 50 PER CENT OF THE TIME. If a great institution like the Massachusetts General Hospital, with all the elaborate and scientific methods known to modern science available in their examinations, is mistaken half of the time, what chance has the average practitioner in making correct diagnoses? We leave it to you to answer. With the above facts before us, we do not need to allow our conscience any uneasiness because of our going after the American appendix in a business-like manner. We trust that the above paragraph completely answers all conscientious objectors.

## OTHER THINGS

**B**EFORE going ahead to describe our patented process for the safe, speedy and economical removal of all superfluous organs from the human body, we wish to discuss briefly the OTHER things mentioned on the front page of this prospectus. We wish to impress upon the interested investigator that we have overlooked no bets. We have adopted as our slogan "Every Little Bit Added to What You Got Makes Just a Little Bit more." Among OTHER things are:

## THE TONSILS

**A**MONG the most profitable parts of the human anatomy are the tonsils. They are an unfailing source of income to all general practitioners and especially to the doctors who specialize in nose and throat disorders. If the Lord had not beneficently created the tonsils we do not see how many of the doctors could make a living. The function of the tonsils, according to the best medical authorities on the subject, is to have tonsilitis. If a child eats too much, the tonsils get sore. If they don't eat enough, the tonsils get sore. If they get too cold, the tonsils get sore. If they get too hot, the tonsils get sore. If we ventilate the house too much, the tonsils get sore. If you keep it too close, the tonsils get sore. Also there are the pharyngeal tonsils, about six of them,

whose function it is to enlarge until they are called adenoids. The pharyngeal tonsils are quite valuable and no small source of profit to the average physician, but they are not to be compared in value with the regular tonsils. In seeking for the cause of arthritis, phlebitis, appendicitis, bronchitis, meningitis, and all the other "ituses" and acute and chronic ailments with which the human family is afflicted, the tonsils largely catch the blame. We might call them a catch-all. They catch everything. Among other things they catch, they catch particular hell from the doctors. It is almost unanimously agreed that the tonsils are useless, dangerous, unnecessary organs and should be removed, by consent of the public if possible, but removed anyway. It has been strongly advocated by physicians in different parts of the country that there should be laws passed authorizing the compulsory removal of tonsils from all school children.

Removal of the tonsils is a very simple operation and may be accomplished more quickly than most any other surgical operation and with the least discomfort to the patient. As it is unnecessary for the patient to go to bed, go under a general anaesthetic, or have hospital attention, the fees for the removal of the tonsils are not large. The price usually ranges from five dollars up to several hundred. Any person listed as having to report under the income tax law will not usually get off lighter than fifty dollars. The American Appendicitis Corporation (Unlimited) proposes to go after the tonsils in the same manner as we go after the appendix. Tonsil operations alone should yield a net revenue of not less than One Hundred Million Dollars the first year. This is not an insignificant sum and we shall not overlook it.







**THE GALL-BLADDER**  
**IS**  
**DOOMED!**

## THE GALL-BLADDER

WE do not wish you to take our word for any statement made in this prospectus, Mr. Investor. We want you to investigate and invest. We know if you do investigate you will invest. So in beginning our drive to secure a monopoly of the gall-bladder business of the United States we will quote a few paragraphs from a recent issue of the San Francisco Tribune. The Tribune, in reporting the proceedings of the American Medical Association at the recent convention held in San Francisco, among many other interesting things, said:

“Persons who will be operated upon in 1942 for gall-bladder troubles are beginning to show the first symptoms today, according to Dr. Walter C. Alvarez, Professor at the University of California, who

spoke here today before the seventy-fourth annual convention of the American Medical Association. He said:

“ ‘In studying the past histories of fifty-eight men and women operated upon for gall-bladder diseases, I have been impressed by the fact that on the average they had suffered nineteen years before the true nature of their trouble was recognized. That means, if history is to repeat itself, that those who will be operated upon in 1942, nineteen years hence, are just now beginning the rounds of the doctors’ offices.

“ ‘Inasmuch as most of these people will some day be driven to operation, it would be better to stop calling them dyspeptics and neurasthenics, and to diagnose their troubles early, so that they can have their operations while they are still young and strong and be able to be restored to normal health. Fortunately, the medical profession is rapidly becoming interested

in the problem, and correct diagnosis will be made more and more in the early stages of the disease, even BEFORE the stones have been formed.

“ ‘Unfortunately, in order to get permanent relief, the sufferer must generally part with his gall-bladder. Luckily for him, it is an organ something like the appendix — ONE WHICH HE CAN EASILY GET ALONG WITHOUT.’ ”

Mr. Investor, do you wish to read further before putting your name on the dotted line? We think not. However, for your own information we wish you to read clear through to the end and see just exactly what this investment is going to mean to you. We wish to call your attention to the fact that only the most august, learned and high authorities are invited to speak before the American Medical Association. The gall-bladder is doomed. Doctor Alvarez has spoken. It remains for the American Appendicitis

Corporation (Unlimited) to profit by his words. The field of the gall-bladder is practically a virgin resource. It is only within recent years that we have discovered the trick of removing it with neatness and dispatch. Also it is only within the past few years that it has been discovered that we can get along very well without it. Financially, the gall-bladder is fully as valuable, or more so, than the appendix, but the public will have to be made more familiar with this dangerous organ. They must be made to understand that if they do not wish to become stone quarries and bricklayers they had better get rid of the gall-bladder.

## OVARIES AND UTERUS

THE A. A. C. will not go so far as to claim that these organs are useless or unnecessary, but the removal of them is becoming such a common operation that we are daily expecting to read the announcement that they have been condemned. From the recent statistics showing the alarming decrease in the birth rate, indications are that these organs are becoming less and less useful, especially among those who can really afford to propagate the race. Our Department for Locating New Business has instituted a discreet investigation to determine exactly how many people have decided to permanently suspend propagating activities. After tabulating this information, we will begin a quiet drive to educate these people into the idea that the only safe and

sure way to protect themselves from the natural consequences of being created as they are is the KNIFE. Also there are societies springing up all over the country whose members are teaching what they call "birth control." The members of these societies are so zealous in spreading their doctrines that we believe it would be an easy matter to persuade the male members to become eunics for the good of the race, and the female members we are sure would submit to being de-sexed to enable them more efficiently to practice birth control. Operations of this nature can easily be boosted into the hundreds of thousands per year. Only the rather well-off can afford this luxury at present, as the usual fee runs from Three Hundred to Five Thousand Dollars. After popularizing the operation by our advertising methods, the American Appendicitis Corporation (Unlimited) believes that a very modest fee will bring it within the reach of all



and at a minimum One Hundred Million Dollars annually should be added to our income from this source alone.



## THE TEETH

**M**R. INVESTOR, did you ever consult a doctor about your teeth? Have you ever heard that really the teeth are rather dangerous if left in the mouth? How many friends in your own neighborhood have had all their teeth removed and who declare that "every tooth was as sound as a dollar"? Pyorrhea, that terrible disease of the gums and tissues surrounding the teeth, a necrosis or rotting of the tissues, claims one victim out of every four people. This is an age of denatured alcohol and denatured foods. Soft, white bread, made from denatured flour; soft, mushy breakfast foods, made from denatured grains; soft, preserved meats that have been frozen and thawed, or which have undergone several stages of decomposition; canned soups, canned fruits, canned

vegetables, canned meats, canned music and can-can. Of course these kinds of foods have nothing to do with the enormous number of people who have bad teeth or pyorrhea. Since dentistry has reached its present high state of perfection when a skilled worker can deliver upon short notice a beautiful, perfect, healthy and useful set of teeth, guaranteed to masticate any food that the market affords, why take the risk of contracting pyorrhea? As stated on the front page of this prospectus, the American Appendicitis Corporation (Unlimited) is predatory. We shall mix no sentiment with our business. Business is business with us. We propose to go after the teeth on a business basis, applying the tried and proven methods of the medical profession in attaining our ends. If it is a bad tooth, it should come out. If it is a good tooth, it will be bad later on. Eventually, why not now? Each of our operating units will include

the most highly skilled dental talent that the profession affords. At the same time the public will be able to secure the very best false teeth at such attractive prices that they will hardly be able to resist the temptation to have their teeth pulled. On account of the fluctuations in the rubber market and other materials that enter into the making of false teeth, our profit estimating department has been unable to arrive at definite figures as to what amount of revenue may be extracted with the teeth, but they assure us that it will be a tidy sum of not less than Fifty Millions annually.

## THE EYES

THE human eye is a defective organ, not a useless organ. The Creator was pushed for time, having only six days in which to finish the job. In the rush and hurry the eye was not made right. The creation of a perfect optical instrument is a particular job, requiring careful study, experimentation and deliberation, and has only been achieved within recent years. It is no wonder, then, that the Lord, who had had no experience whatever in this line, made a botch of the human eye. The profession of modern optics is founded on the basic assumption that the eye is a defective organ at birth and that it grows worse as age advances. Therefore, all eyes can be improved by the use of glasses. Some eyes are worse than others, but practically all are bad. The child should

adopt glasses as soon as he is old enough to keep from breaking them. Of course the human race worried along for a million years, more or less, without glasses. In fact, it didn't know it needed them. But we are glad that the modern scientific researchers have discovered what a bum eye we have. Incidentally, there is a profit in the business. Our Department for Locating New Business has just made a report on the possibility of profit in fitting glasses on a large scale. In the present state of the business the profit is not large, as a pair of glasses which cost from seventy-five cents to two and a half dollars can rarely be sold for more than fifteen to twenty-five dollars. The A. A. C. will place eyes in the same category as the teeth. If they are bad eyes, they need glasses. If they are good eyes, they will be bad later on, so why delay. We shall maintain a department to take care of the eyes. We are overlooking nothing. Our

eyes are good—we wear glasses. Already we have under contract a corps of oculists, opticians and ophthalmologists who claim that after they get through with a patient they will not only have good sight, but will have second sight. This is just a small part of the superior service that the A. A. C. has to offer the long suffering public in exchange for its money. At this time it is impossible for us to make an accurate estimate of the amount of revenue to be derived from this department, but it cannot fail to be large. Anyone can see this, even without glasses.



## THE LITTLE TOE

KIND Reader, did it ever occur to you what a useless member the little toe on the human foot is? The fact that the little toe is not only useless but dangerous is the latest discovery of the medical profession. In an exhaustive study of the little toe, a great English surgeon has arrived at the conclusion that the main function of this organ is to have corns. Since the adoption of the modern shoe, the little toe does not assist us in walking. It is an awkward thing, sticking there on the side of the foot and forcing people to wear a shoe one or two sizes broader than necessary. We are sorry that this important scientific discovery was made in Europe. We cannot expect Americans to discover everything, but we can profit by the discovery. Fortunately, modern surgery

can remedy this defect. It is a simple operation to remove the little toe. Already in England many of the very classiest of the upper classes have had their little toes removed. The little toe stands at the very foot of the list of useless organs. It promises to be a source of considerable revenue to the A. A. C. Few young ladies under the age of seventy-five years but would like to wear a smaller shoe. This promises to be a popular operation, since the Nobility of England has gone in for it.



**CANCER IS A  
LUMP!  
CUT IT OUT!**



## CANCER

WHILE in the beginning the American Appendicitis Corporation (Unlimited) did not intend to deal at all with sick people, yet we can hardly overlook the chance of making money from the cancer scare that is now being thrown into the people of the United States. The American Society for the Prevention of Cancer, numbering among its members thousands of prominent physicians and other well known citizens, is distributing literature, holding lectures and engaging in newspaper publicity throughout the United States. A few months ago they even announced a "cancer prevention week." We cannot overlook this great amount of free advertising. The Society shouts at the public, "Cancer is a lump. CUT IT OUT!" They devote a great

deal of printed space and public speaking in telling the people that any lump, no matter how small, might turn into a cancer some dark night and destroy them. The only remedy, they claim, is to cut it out. We will take their word for it. We are not doctors. We are just plain business people, doing business in a business way. While we cannot see how cutting out lumps can prevent cancer, we can see that it might be made a profitable business if organized on a large scale, such as the A. A. C. operates on. It is true that in a report from our Research Department on the possibility of profit in cancer operations we find that a few of the greatest authorities in the world on the subject of cancer claim that it is a constitutional disease, always existing in the blood long before any lump appears, and that, as a rule, operation intensifies suffering and hastens death. But we cannot ignore the fact that most of the doctors and surgeons

are yelling, "Cancer is a lump. CUT IT OUT!" So the A. A. C. is going to be in at the cutting. We believe that with our system of publicity we can find more lumps than anyone else. And we are going to cut them out. Operations on lumps now run into the thousands each week. With a little skillful scare talk we should make the operations on lumps pay a big dividend on our entire capital stock.





## THE TRIMMING PROCESS

WHEN the modern specialist is called in to take charge of a case, after the family physician has fallen down on the job, the trimming process begins. Usually the first organs to be sacrificed are the tonsils. If the patient does not get any better, the teeth must go. After this the gall-bladder and the appendix. If it is a woman, next in line for operation will be the uterus and ovaries. Each operation lays the foundation for a subsequent operation. If, by this time, the patient is not well or the undertaker has not acquired him, and if he has any money left, the doctor will order a change of climate. It is a very embarrassing situation to have a trimmed human on your hands who refuses to die or get well. A change of cli-

mate is the most approved method of disposing of these left-overs.



"Is gland-daughter  
proud of her  
gland-papa?"



## MARVELOUS NEW SOURCE OF PROFIT DISCOVERED

FROM the foregoing it would appear to the casual reader that we need look no further for business. It would seem that we will have our hands full in taking care of the business already outlined. But, as stated on the front page of this prospectus, this is an "unlimited" corporation. You have read our slogan. Our Department for Locating New Business is ever on the job and we believe that it has discovered a never-failing source of income, even after all other sources of operation have been exploited to the limit. This is the transplanting of Monkey GLANDS. The operation has been tried out and proven a success. The newspapers say so. In our modern civilization there is an ever-increasing horde of run-down rouses and

rabbit-minded millionaires who are demanding monkey glands. They seem to instinctively realize that nature left them incomplete and feel that with the addition of monkey glands the animal man can stand forth finished, just as the Creator intended.

Scientists tell us that somewhere in the process of evolution our arboreal ancestors hung by prehensile claws and long tails on the family tree in the tall timber. Later on they descended from the trees, shed their tails and claws and revealed themselves as is. Kipling explains just how this shedding process took place, in a little poem entitled "The Legend of Evil." It is a tradition handed down among the monkeys. The poem begins:

This is the sorrowful story,  
Told when the twilight fails,  
And the monkeys walk together,  
Holding each other's tails.

Kipling says that he learned this secret direct from the monkeys of India, where the human race probably originated, so it must be true.

Under the cloak of great secrecy the A. A. C. is carrying out experiments that we confidently expect will shortly astound the world. From our studies and researches, we are led to believe that the offspring of these regenerated progenitors will be born with TAILS. Will this not be a triumph for science? Once more we shall see human beings hanging to trees—probably hall trees—by their tails. So confident are we that the above will be the case that we have established in Central America a ranch for propagating long-tailed monkeys, to insure a never-failing supply of glands for transplanting. But, you ask, why specify “long-tailed” monkeys? Why not breed tailless monkeys? There, Mr. Investor, is where we exhibit our peculiar financial genius. If we can

breed a civilized human being with a tail, we will not only derive a large profit from our gland transplanting operations, but we at the same time automatically create a second and unfailing source of profit from amputating tails. There can be no possible question about this being a superfluous, although not dangerous organ like the appendix. The only risk that we run is that after we transplant the glands the natural instincts of these rejuvenated jungle men may assert themselves and they will take to the woods, thus making it impossible for us to keep track of their offspring. We must admit that this projected source of profit is slightly speculative in character, but we cannot lose money on it, as there is a large profit in transplanting monkey glands.



## MACHINE METHODS APPLIED TO SURGERY

WE believe that we have said enough to convince the most skeptical. We now come to a description of our Patented Process for the Speedy, Safe and Satisfactory Extirpation of the Appendix and all Other Dangerous, Useless, Near-useless and Profitable Parts of the Human Body. The ordinary methods of operation are dangerous, slow and tedious, as the patient must stay under anaesthesia anywhere from thirty minutes to two or more hours. The anaesthesia is often more damaging than the operation. By our methods very rarely will any single operation require more than ten minutes, and many of them only three to five minutes. Operations under our system need hold no terrors for the most timid. We will describe the *modus operandi* step by step.

## HENRY FORD AND ARMOUR & COMPANY GIVEN CREDIT

ANY intelligent investigator undoubtedly figures that speed of production automatically regulates profit. Just here we wish to acknowledge our indebtedness to Henry Ford and Armour & Company. Before elaborating our patented process for human operations, we visited Mr. Ford's factories and were extended every courtesy while we made an exhaustive study of the machine methods which have made him the richest man in the world. We were amazed at the marvelous efficiency and infinitesimal amount of time that is actually consumed in the production of the complicated Lizzie. We were not slow to grasp that if machine methods could be applied in the construction of a

complex mechanism like the automobile, the same methods could be applied in the destruction of a simple human.

We then visited Armour & Company at the Chicago Stock Yards. Here we made an exhaustive study of the methods used in this great plant, where slaughter has evolved into a fine art and each individual operation involved reduced to the irreducible minimum of time. Here we were again astounded at the speed attained by utilizing scientific machine methods, each person employed becoming an expert in just one little thing. We were informed that in preparing four thousand head of cattle ready for the market the average time consumed in the operation, from the time the steer is knocked down until he is landed in the cooler, is less than forty minutes per head. Right there we decided if it takes less than forty minutes to skin a beef and dress it ready for the meat market counter, it should not take more than

ten minutes to skin a sucker. As a matter of fact, after making a careful analysis of the operation for appendicitis, we were able to reduce the operating time to one minute per head. We found that a skillful surgeon working alone could perform the operation on a healthy individual in ten minutes. From this we reasoned that if one man working alone could remove the appendix in ten minutes, ten men working together could remove it in one minute. From this conclusion was evolved our Patented Process. Again we call attention to the fact that we are always glad to give credit where credit is due. We owe the original idea for this process to Henry Ford and Armour & Company. It remained for the American Appendicitis Corporation (Unlimited) to apply modern machine methods in the field of surgery. We will now proceed to describe the process.

## PREPARATION FOR OPERATION

THE most important part of the preparation for operation is the passage through our business office, where the patient must, without exception, pay in advance. The A. A. C. is strictly a cash business and our operating rooms are all run on the pay-as-you-enter plan. Next to the receiving office is the suite of our own special legal representatives, whom the client next visits. Here they are encouraged to make their last will and testament, for which a moderate fee is charged. The legal department is for the convenience of our patrons and the source of a small added profit to the A. A. C. Our lawyers are retained on a very small commission, and the volume of business that we handle is so great that the fees amount to no small item in the course of a year. Of

course we do not expect anyone to die on our hands. Next to the legal department are the offices of a well known accident insurance company. Our methods of operation are considered so safe that for a premium of only five times the first-class rate for other risks this substantial company is willing to issue a short-time policy. The A. A. C. participates in the premiums, as this insurance company is a participating company. Under ordinary methods of operating no insurance company will assume the risk at any price.

After going through these business formalities, the candidates next enter our own specially designed chapel, where they can bid good-bye to their relatives and friends. We pride ourselves on the fact that we have provided music in the chapel suitable to the occasion. While the elected ones are saying a last farewell soft music will be executed and our own soloists will render such appropriate selections

as "Farewell to Thee," "When the Roll Is Called Up Yonder I'll Be There," "Will There Be Any Stars in My Crown," "Almost, But Lost," etc. You can understand from the foregoing that we have left no stone unturned in our efforts to provide every encouragement to our patients and allay any nervousness or apprehension that is usual to the average operating room. From the chapel the initiates pass into a small private room where our chaplain can have a word of prayer with them and, in the case of Catholics, the priest may administer extreme unction. From the sanctuary we enter the operating department proper.

## OPERATING UNITS.

OUR operating units consist of ten highly skilled surgeons, together with all necessary nurses, anaesthetists, internes, attendants, etc., to carry the work through in the most expeditious manner possible. The patients are put under the ether at the rate of one a minute and placed upon an endless moving operating table. The ten surgeons are stationed at intervals along the line of travel. The mechanism of the moving table is so arranged that it automatically delivers the patient before each surgeon in their proper turn, stopping for a period of one minute at each move. As each operator is specially skilled in the one particular thing he has to do, one minute is very ample time for him to complete his work. For instance, surgeon number one makes the



incision. Then the table moves on to the next station. Surgeon number two finds the appendix, secures it with a pair of forceps and the table moves on. Surgeon number three adjusts the ligature. Surgeon number four clips the appendix off and hands it over to the bottle and label girl. And so on through the entire line. As new patients are placed upon the table at the rate of one a minute, you can see that the average time used in actual operation will never be more than one minute per head. After a little practice we may be able to speed the table up and bring the average time down to half a minute. A substantial reward will be held out as a special inducement to the members of any operating unit who develop the necessary skill to cut the time down to less than a minute. After the patient passes the final bandage adjuster, he will be switched off from the main track into the mortuary or ambulance room, according

to whether he needs a harp or a ride. Here we wish to interpolate that the A. A. C. has provided perfectly elegant funerals at less than half the usual price, as on account of the large volume of business we can afford to render this service at a very moderate fee. We can assure the public that our undertakers are so sympathetic. They have been selected with special reference to their sad duties. They have all been operated on and never crack a smile.

## COMBINATION BARGAIN OPERATION.

WE HAVE described in detail the operation for removing the appendix, in order to give the investigator a clear idea of the process. We have purposely not mentioned other operations in this connection, but will state here that our operating units are multiple. We offer special rates to those who wish to take advantage of our grand bargain combination of operations at one time. In this unprecedented undertaking we remove the teeth, tonsils, gall-bladder, appendix and little toe in the short space of twenty-five minutes under the ether, with an actual operating average of one minute per head, and this at a less cost to the patient than he would usually pay for a single one of these operations under other methods. In

our multiple units the patient passes through a line of twenty surgeons and five dentists. Thus under our improved and patented methods we accomplish more in twenty-five minutes than the average surgeon accomplishes in twenty-five years. As this special combination offer is in the nature of a bargain, few women will be able to resist the temptation to accept it.

## PORTABLE OPERATING UNITS.

**I**N ORDER that every city of five thousand population or more may have the advantage of operations under our system in their own home town, we are having constructed portable units. As fast as we trim the people in one town, the operating unit will be moved to the next town. We have on our waiting list ten thousand surgeons, not to mention dentists, oculists, etc., ready to take charge of these units as fast as they are completed. In the great cities, such as Chicago and New York, and all cities of the first class, we will have permanent plants, utilizing three shifts of operators and running twenty-four hours a day. We now have under construction a number of permanent units in the larger cities. Here our traveling operating units will receive their training and as fast as

they are ready for the road they will be placed in charge of portable units and started on the move. In speaking of the training of surgeons for our work, we are reminded that capable attendants for looking after people who have been operated on are scarce, inefficient and hard to get. We will maintain a school for graduating practical nurses, who will be specially trained to wait on people who have passed through our hands. As we will be in a position to furnish all our graduates with permanent employment, we anticipate that this training school will be a very profitable branch of our work. Also we will get our own help free of charge, as these nurses will receive their training while assisting in our operating rooms.

## SCHEDULE OF PRICES.

**I**N the matter of charges we shall make no innovations, but will stick to the tried and proven methods of the most successful surgeons in the business. As soon as a candidate for operation presents himself for our consideration, we will turn his name in to our Financial Department, which will at once secure a report on the standing of the person in question. If he is in the income tax paying class he will be charged accordingly. Our Financial Department divides all applicants into two classes, the common people and the upper classes. The common people are all those who have incomes of less than five thousand dollars per year. The upper classes are all those who have incomes of five thousand dollars or more per year. As the upper classes do not like to be thrown

in among the common herd, we will maintain special operating units to handle them. For the common people our schedule of prices will be as follows: The minimum charge will be ten dollars, which will be for those having incomes of one thousand dollars or less. Incomes of from one to two thousand dollars will be taxed twenty dollars, and each additional thousand of income will be taxed an additional ten dollars. For the upper classes we will have no regular schedule. We will charge all the traffic will bear, the same as other surgeons. Our great combination bargain operation will be given to the common people for an additional twenty-five dollars over and above the regular fee for removing the appendix. These methods of charging are in general and successful use throughout the country and we can make no mistake in accepting them as our rule.



## CONCLUSION.

**M**R. INVESTOR, we are through. We have kept our word and believe that every point has been made plain. If there ever was a proposition formulated that promises to make money, this is one of them. This is a chance for you to come in on the ground floor in beginning the exploitation of the one last great undeveloped natural resource. In his wildest dreams of dividends John D. Rockefeller never conjured up the amazing possibilities of profit that are absolutely obvious in the stock of the American Appendicitis Corporation (Unlimited).

We see that it is no longer a question with you as to whether you will invest, but only how much you can invest. Here is a blank application for stock and a fountain pen. Just indicate the number of shares you want and

**SIGN HERE.**

This PROSPECTUS is published  
and sold by

**BARRETT INCORPORATED**

First National Bank Building

CHICAGO, U. S. A.

*Single copies*.....\$1.00

*One dozen copies*.....\$10.00











WZ 305 B274p 1923

57210420R



NLM 05301091 7

NATIONAL LIBRARY OF MEDICINE